

ROUTING LIST

CONCORD TEST

PHILIP MORRIS USA

S. ALTER
C. BECK
M. BENNETT
B. CAMPBELL
K. GALEOTTI
V. GONG
M. MARGOLIS
L. MILLER
J. SPECTOR
J. THOMPSON
S. WAKID

LEO BURNETT COMPANY

D. BAUM
J. BERKEY
P. BOCZAR
J. DENNETT
B. HARMON
B. HEIN
B. HOUGHTLIN
B. JOHNSON
B. KORDUPLEWSKI
D. LEMLEY
K. MCARTHUR
D. MILLER
P. MORAN
A. PARR
K. SCHMID
H. SCHWENKE

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PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Routing List

DATE: September 25, 1985

FROM: Cheryl Lee *CL*

SUBJECT: Concord Test

Attached is a revised Concord Test Schedule reflecting the following changes:

<u>PUBLICATION</u>	<u>DATE</u>	<u>CHANGE</u>	<u>REASON FOR CHANGE</u>
<u>MAGAZINE - WEEKLIES</u>			
All TAs:			
TV Guide	9/14	Cancel 2PP)	Publisher's request
	9/21	Add 2PP)	
People	12/23	Cancel P4	Test issue unavailable
U.S. News & World Report	1/6/86	Cancel P4	No issue
Time (5DO, 6JO)	9/16	From SC to SP	Schedule adjustment
<u>SUPPLEMENTS</u>			
Parade (Spokane only)	10/13	Cancel (P4)	Cannot cut-in
USA Weekend (Spokane only)	8/18	From (3C) to (2C)	Cut-in on 2C
(All TAs)	9/08	Cancel (P4))	Cannot cut-in; coincides with switch to USA weekend
	9/15	Cancel (3C))	
)	
<u>DAILY ROP</u>			
Lists ABC-All TAs	w/o 9/16)	From P-B&W to	Brand request
	9/23)	P-2-color	
<u>OUTDOOR</u>			
<u>Cut-Ins:</u>			
85's Pool - Spokane	Oct.	Add C	Add'l support
100's Pool - Birmingham	Oct.	Add CM	Add'l support
Combined Pool - Little Rock	Oct.	Add C)	Add'l support
Ft. Wayne	Oct.	Add CM)	

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<u>PUBLICATION</u>	<u>DATE</u>	<u>CHANGE</u>	<u>REASON FOR CHANGE</u>
<u>Cut-Ins (cont'd):</u>			
Ethnic Paint - Birmingham - 2 units	Sept/Oct	Add CM	Add'l support
<u>Out-of-Pocket:</u>			
Paint - Birmingham - 3 units	Sept/Oct	Add CM	Add'l support
Spokane - 3 units	Sept/Oct	Add C	

Please note that the 10/27 insertion for Parade will cut into the Benson & Hedges ad on the national schedule.

CL:tr
Attachment

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